RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

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March 1, 1996

E-Mail
KEY ACCOUNT MANAGERS
ACCOUNT MANAGERS

* * *URGENT* * *

MAY PARTNERS DORAL B2G1F / #600355

Your immediate attention is required to properly execute our *May Partners Promotion*. As you know, SKU quantities have been allocated on an account-by-account basis, based upon the signed Accrual contract (1994 / 1995 / 1996) that is in the system. The following steps **must be completed by the close of business on Monday, March 4th**.

1. If you have chains that were chain-averaged, you may adjust individual accounts as long as the total number of promotional SKUs for the entire chain remains the same.

2. Should you wish to add additional SKUs to any of your chains, simply enter the SKU quantities under the extra column. These displays will be no charge displays to your chains. ***PF5 updates your changes***.

3. Once you have adjusted SKUs and added additional no charge extra SKUs you can utilize the **PF9** Key to view your chains accrual SKU totals and extra SKU totals.

4. If you have a chain that currently doesn't qualify for our *Partners Promotion*, and is leaning toward ***RJR***, you may include them in this Promotion by contacting Judy with specific details. She will need to know how many SKUs you will be utilizing!

5. Please review identified *Partners* accounts to ensure that all *Partners* are included. Also, due to the system including 1995 Co-Marketing, there may be chains included that you don't want to receive *Partners Promotions*. Please communicate these subtractions if appropriate.

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Source: https://www.industrydocuments.ucsf.edu/docs/hyvn0000

Our allocations are heavy - and we need all the help we can get on SKU usage!!

Please refer to FSC-34-A, previously communicated, for details in accessing BPE. All KAMs and Ams have been given access for this process. Please contact me if you have any questions, and/or need assistance.

Sincerely,

Stephen

S. R. MacLeod
Regional Operations Manager
SRM/jc

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